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Research News for the U.S. Travel Industry

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TRAVEL PRINTOUT

US Travel Data Center

March 1988 Volume 17, Number 3

Data Center Board of Trustees Elects 1988 Officers

At its February 25th meeting, the US Travel Data Center Board of Trustees elected new members and officers for 1988 and confirmed that Rossi Ralenkotter, director of marketing/tourism for the Las Vegas Convention/Visitors Authority, will continue serving as the board's chairman.

Ralenkotter has been a trustee since 1980 and served as treasurer in 1986.

Dr. Charles Goeldner, associate dean of the business school of the University of Colorado, will continue to serve as secretary, a post he has held since 1978.

David Humphreys, president, general counsel, Recreation Vehicle Industry Association, was named treasurer.

William D. Toohey, president of the Travel Industry Association of America (TIA), is the permanent vice chairman.

The board named Jerry Foster, president, Saga International Holidays, to the executive committee, which acts in the absence of the full board.

The board also elected two new board members: Peter W. Mason, travel category manager, Better Homes and Gardens, who will serve a one-year term; and Patrick A. McMahon, director, Virginia Division of Tourism, who will serve a two-year term.

Re-elected members who will also serve two-year terms include John Hunt, distinguished professor of tourism, University of Massachusetts; J. Phillip Keene, III, executive director, California Tourism Corporation; Henry R. Todd, director, Minnesota Office of Tourism; Barbara Wickliffe, marketing research director, Best Western International; Nestor Pylypec, vice president, Air Transport Association of America; and Kenneth F. Hine, executive vice president, American Hotel & Motel Association. ##

1988 Outlook Promises Continued Industry Growth

Travel for 1988 should mark another year of consistent growth for the industry; moreover, the senior travel market is an ever-increasing part of that travel growth, according to the 1988 Outlook for Travel and Tourism, the 200-page edited proceedings of the 1988 Travel Outlook Forum, just released by the US Travel Data Center.

The report details prospects in 1988 for important market segments and major industry sectors, including the outlook for growth in older Americans' travel.

In his comments on the senior travel market, Jerry Foster, president of Saga Holidays, contends that life-styles are much more important than chronological age in marketing strategy.

The 1988 Outlook includes forecasts of growth in international visitors; air, auto, and rail travelers; family vacations; business/convention travelers; cruise patrons; and hotel/motel users.

For the first time, the report includes papers covering topics never before presented to the forum: tour travel, the fine arts, and zoos and aquariums.

The 1988 Outlook for Travel and Tourism is being sent to Data Center and Travel and Tourism Research Association members. It is available to others for

(Continued on page 2)

Travel Tops Previous Record

Americans' travel rose a whopping 6 percent in 1987, announced Dr. Suzanne D. Cook, director of the US Travel Data Center, at the Second Annual Travel Review Conference in Washington, D.C., last month.

The Data Center's National Travel Survey showed that U.S. residents took nearly 1.2 billion person-trips, 3 percent more than the previous record set in 1981. (A person trip is any trip 100 miles or more away from home.)

Every month of 1987 showed an increase in total travel over the same month of the previous year. Nights away from home rose less than total travel, confirming the trend toward weekend travel and shorter pleasure and vacation trips.

As the Data Center predicted in its summer forecast for 1987, vacation travel rose 4 percent in June, July, and August of 1987. Vacation during the entire year rose 2 percent.

On the other hand, the number of vacation nights declined 3 percent for the year, indicating shorter average durations for vacation trips. This drop is due, in part, to the increased popularity of short vacations, weekend pleasure trips and combined business and pleasure trips in 1987.

Business travel posted a record of nearly 206 million person-trips, up 9 percent over 1986. Business-related nights away from home rose 18 percent in 1987.

Domestic air travel rose 8 percent, posting an all-time record of 450 million passengers compared to 418 million passengers the year before.

The increase in travel activity for 1987 boosted total sales receipts of the U.S. travel industry nearly 7 percent over 1986, one percentage point greater than the increase in the Gross National Product (GNP). Travel industry employment grew 3.6 percent, compared to a 2.2 percent increase in total U.S. employment.

Measured by the Data Center's Travel Price Index (TPI), travel price inflation slowed in 1982-86, but, after recording, in 1986, the first annual decline in the 18-year history of the Data Center's TPI, travel prices in 1987 rose 5.5 percent. ##

TravelTab 1988 Available at Quantity Prices

TravelTab 1988, soon to be released by the US Travel Data Center, will be available in quantity discounts. This pocket guide to the most recent and important statistics about travel and the travel industry is popular as a handout to office staff for handling public or press inquiries, as handouts at conventions and meetings, and promotional mailings.

TravelTab 1988 brochures cost 25 cents each. Postage and handling for less than 250 copies is $25; over 250, $50. Prices apply to minimum orders of 100. TravelTab 1988 will not be delivered in time for National Tourism Week; however, the brochure will be released, before June 1, 1988.

Mail orders to the US Travel Data Center, Two Lafayette Centre, 1133 21st Street, NW, Washington, D.C. 20036, or call Ida Simmons, Manager of Communications (202) 293-1040. ##

Outlook (Continued from page 1)

$90 (prepaid) from the US Travel Data Center, Two Lafayette Centre, 1133 21st Street, Washington, D.C. 20036. Forum attendees will receive a coupon worth 50 percent off the cover price. ##

TRAVEL PRINTOUT is published monthly by the US Travel Data Center, the national non-profit center for travel and tourism research, and an affiliate of Travel Industry Association of America. Two Lafayette Centre, 1133 21st Street NW, Washington, D.C. 20036. Telephone 202/293-1040. Suzanne D. Cook, Director. Ida Simmons, Editor. ISSN 0744-6233.

TRAVEL PRINTOUT reports on Data Center Projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are $70 per year, U.S., Canada and Mexico; other foreign countries, $80, per year, payable in U.S. funds only.

Travel in November 1987 Jumps 3 Percent

Travel during November increased 3 percent, according to the latest National Travel Survey conducted by the US Travel Data Center.

The monthly telephone survey reported that travelers in November 1987 took 98 million person-trips. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

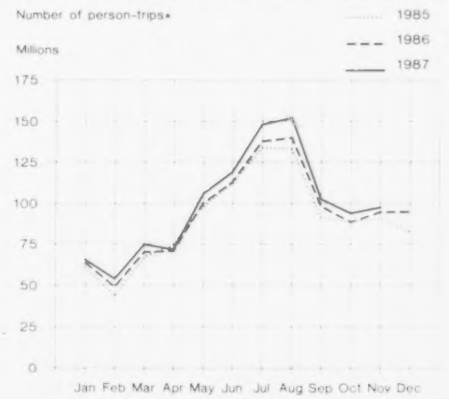
Pleasure travel fell slightly, 2.3 percent, as did weekend travel, almost 19 percent. Business/convention travel, however, rose 8.5 percent compared to November 1986.

Auto/truck/RV travel gained 3.6 percent, while air travel rose 1.6 percent compared to last year.

The number of travelers staying in the homes of friends and relatives dropped significantly, while those staying in hotels/motels increased 5.3 percent.

The average trip duration, 4.5 nights, remained the same as last year, while the average domestic round-trip distance rose from 950 miles in November 1986 to 1000 miles in 1987. ##

TOTAL TRAVEL RISES 3% IN NOVEMBER, 1987



Source: US Travel Data Center

January Travel Price Index Will Reflect New Base Years

The Travel Price Index (TPI) for January 1988 will be included in the April issue of Travel Printout. It was delayed by the Bureau of Labor Statistics' revision of the reference base for the Consumer Price Index. Instead of 1967=100, succeeding reports will be using 1982-84=100. The Travel Price Index has been updated for comparability. ##

Visitor Volume at National Parks Region	DEC 1987 visits	Change from DEC 1986* (percent)	Percent change 1987/1986* Year-to-Date
NEW ENGLAND	296,885	12	14
MIDDLE ATLANTIC	1,214,067	-1	17
SOUTH ATLANTIC	3,925,711	7	-4
EAST SOUTH CENTRAL	1,153,777	-31	-8
EAST NORTH CENTRAL	133,958	51	14
WEST NORTH CENTRAL	180,821	-7	2
WEST SOUTH CENTRAL	357,920	-7	-1
MOUNTAIN	1,074,814	-11	7
PACIFIC	2,545,032	8	5
TOTAL	10,882,985	-2	0

* Percent change figures may not be consistent with previously reported visitation totals due to National Park Service revisions.

States comprising the Census regions:
NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. **MIDDLE ATLANTIC**: New Jersey, New York, Pennsylvania. **SOUTH ATLANTIC**: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia. **EAST SOUTH CENTRAL**: Alabama, Kentucky, Mississippi, Tennessee. **EAST NORTH CENTRAL**: Illinois, Indiana, Michigan, Ohio, Wisconsin. **WEST NORTH CENTRAL**: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. **WEST SOUTH CENTRAL**: Arkansas, Louisiana, Oklahoma, Texas. **MOUNTAIN**: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. **PACIFIC**: Alaska, California, Hawaii, Oregon, Washington.

Current Travel Indicators

CURRENT TRAVEL INDICATORS

	Current Month	Current Value	Percent Change From Previous Month	Percent Change From Year-ago Month	Percent Change Year-to-date 1987/86
Establishment receipts or retail sales					
Hotels, motels and other lodging places(1)	Dec	$ 3.066 million	-21.5	7.6	8.1
Eating and drinking places(2)	Dec	$12.841 million	.8	0.6	5.7
Gasoline service stations(2)	Dec	$ 7.414 million	-1.1	8.8	3.0
Commercial lodging demand					
Hotel/motel occupancy rate(3)	Dec	63.5 percent	4.6	-2.3	0.8
Real demand for commercial lodging(4)	Dec	42.2 million	-17.8	3.4	5.1
Airline passenger traffic(5)					
Domestic revenue passenger miles	Dec	24.8 billion	5.6	-0.6	7.9
International revenue passenger-miles	Dec	6.0 billion	7.8	19.4	24.6
Highway traffic volume(6)					
Rural arterial vehicle-miles	Dec	37.6 billion	-2.0	3.3	4.8
Rail passenger traffic(7)					
Amtrak passenger-miles	Dec	491.5 million	14.8	9.8	6.7
Travel Price Index(8)	Dec	399.7	-1.0	5.5	5.5
U.S. resident travel(9)					
Total person-trips	Nov	97.5 million	3.7	3.0	5.6
Vacation person-trips	Nov	64.4 million	8.8	1.7	2.4
Total person-nights	Nov	438.8 million	1.5	3.0	3.7
Vacation person-nights	Nov	296.2 million	4.2	-10.0	-2.6
Public use of national parks(10)					
Visits	Dec	10,822,985	-28.8	-2.0	0.0
Overnight stays	Dec	358,002	-37.0	-13.6	6.9
Foreign arrivals in U.S.(11)					
From overseas	Nov	759,026	-5.6	20.4	17.7
From Canada	Dec	649,211	-13.8	13.3	13.4
From Mexico	Nov	59,770	-9.7	11.0	15.9
U.S. citizen departures(12)					
To overseas	Nov	1,139,078	-9.9	17.7	28.7
To Canada	Dec	543,848	5.0	5.6	-6.3
Domestic demand for motor gasoline(13)					
Barrels per day	Dec	7.247 thousand	1.3	1.5	2.2

N/A = not available

(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted. (4) Source: Smith Travel Research, unadjusted room nights sold. (5) Preliminary; U.S. scheduled service air carriers. Source: Air Transport Association. (6) Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: U.S. Travel Data Center and Bureau of Labor Statistics. (9) Source: U.S. Travel Data Center. (10) Preliminary; unadjusted for differences in reporting units. Source: National Park Service. (11) Source: Statistics Canada and U.S. Travel and Tourism Administration. Mexican data reflect I94 arrivals only. (12) Source: Statistics Canada and Nettleton Research Center. (13) Preliminary: Source: U.S. Department of Energy.

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